

How Globiva Reduced **AHT** for India's Leading Private Bank

About Our Client

India's Best Mid-Sized Bank

Our client is one of the leading mid-sized banks in India by assets, deposits, and loans. With over 400 branches, the bank provides a broad spectrum of retail, corporate, and investment banking products to over 9 million customers. The company has a strong commitment to growth across all segments; hence it became a Leader in Digital Banking and amongst the top-4 credit card issuers on average retail spends per card.

The Background

Although the bank had a stable partnership with World's Largest BPO services provider to manage its' Customer Experience operations, our client had recognized that pervasive, seamless, and flexible digital process automation was necessary to optimize operating efficiency, customer experience, and ultimately, to realize strategic competitive advantage.

The client needed to add another partner in its' outsourcing network to add competition & drive better performance to achieve these. However, after 10 months of detailed RFP evaluation and Globiva was selected owing to the following advantages:

- Better price
- Customized operating model
- Strong data security practices
- Quick ramp-up capability

The Challenge

Banking and financial service organizations face significant challenges in adapting to changing customer requirements and market forces.

Other challenges our client faced included:



High Average Handle Time (AHT) leading to excessive call abandon, frequent service level failure, and high operating costs.



Inability to ramp up quickly following growth in business volumes led to the high level of missed service opportunities and low C-SAT scores.



Low cross-sell success leading to missed revenue opportunities and increased contact center operating costs

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The Solution

Based on the speed of delivery, manageability, and consistent, seamless implementation, as well as the breadth of process capabilities, we were able to provide the following solutions:



Deep-dive into call-type & agent-wise AHT to help identify improvement opportunities. Daily reduction targets are driven along with recognizing the best performers



Detailed calibration was done with the client. Deployment of standardized assessment tests & robust hiring engine enabled quick & high-quality hiring.



We set a personalized target glide path based on past performance while implementing effective utilization of high performers' basis volume & channel mix.

The Impact



30% reduction
AHT from 612 sec to 430 sec



1.4x increase
C-SAT from 30% to 72%



2.7x upliftment
X-sell revenue from 40k to 150k



500+ FTEs
delivered within 6 months



**Customer
Acquisition**



**Customer
Services**



**Customer
Retention**



**Back-office
Processing**



**Finance &
Accounting**



**HRO &
Staffing**

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